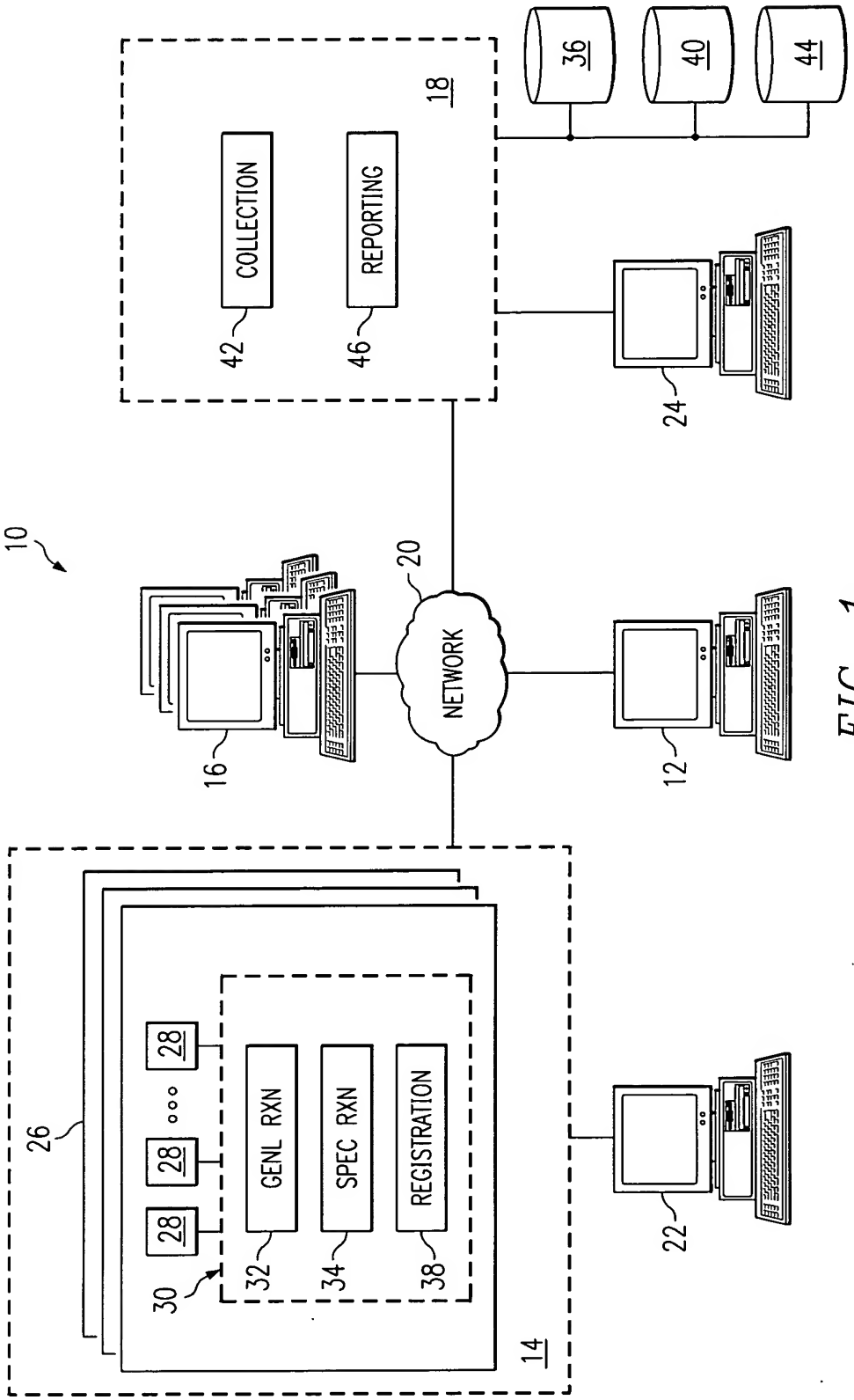

10
18
36
40
44
COLLECTION
REPORTING
42
46
24
20
NETWORK
16
12
26
28
28
28
GENL RXN
SPEC RXN
REGISTRATION
30
32
34
38
14
22

*FIG. 1*

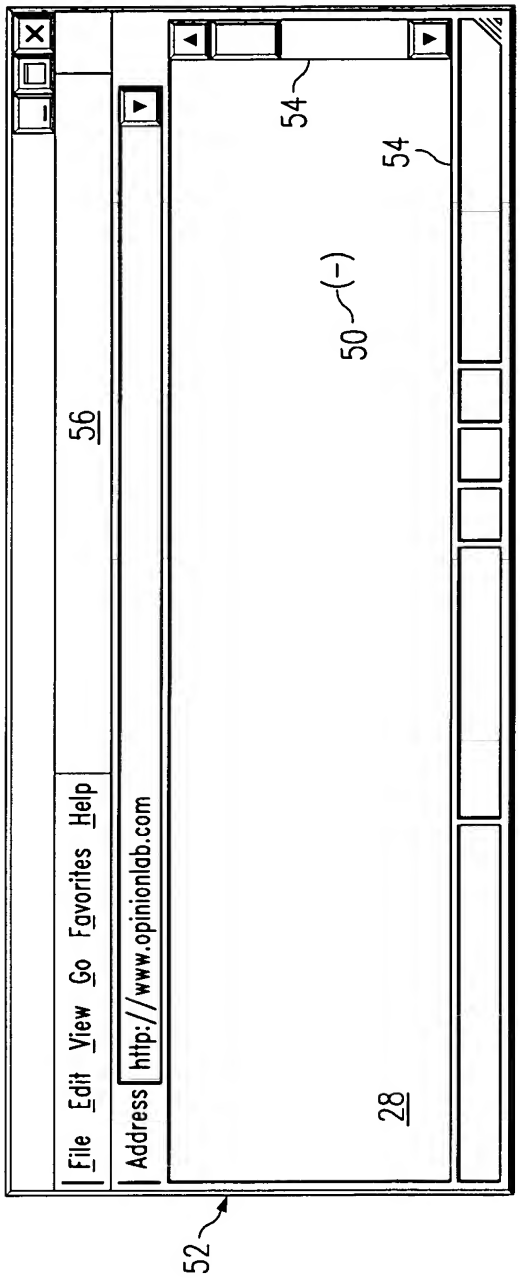

File Edit View Go Favorites Help
Address http://www.opinionlab.com
56
54
54
50
(-)
28
52

*FIG. 2*

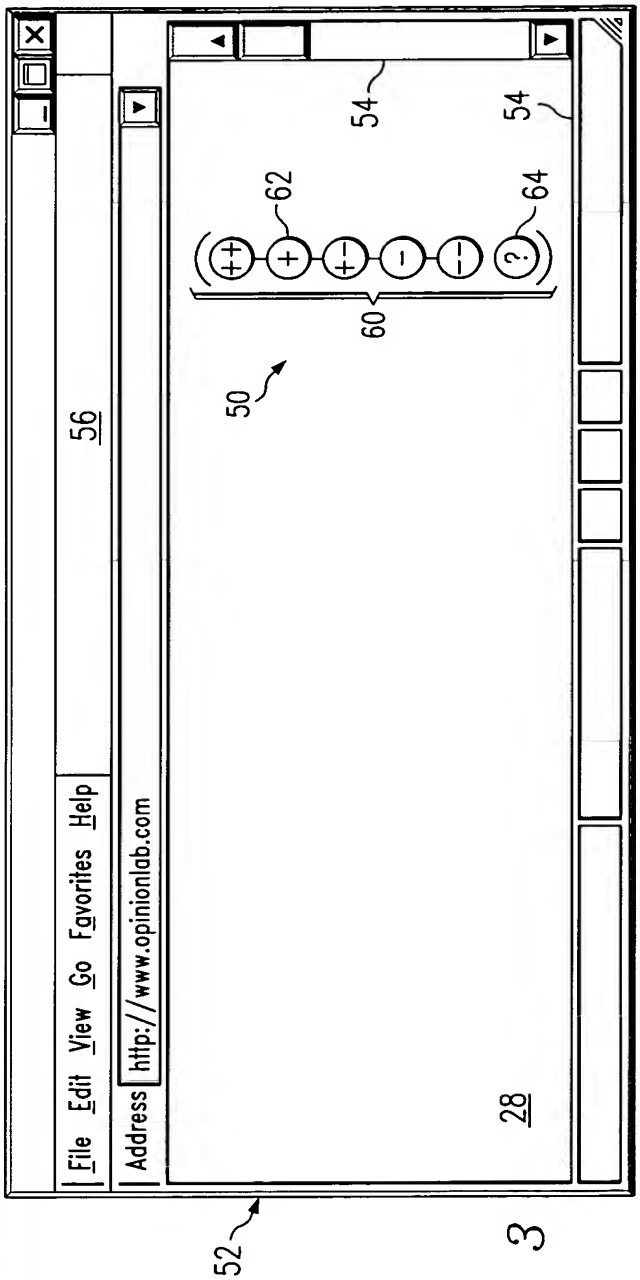

File Edit View Go Favorites Help
Address http://www.opinionlab.com
56
54
54
62
64
60
50
28
52

*FIG. 3*

*FIG. 4*

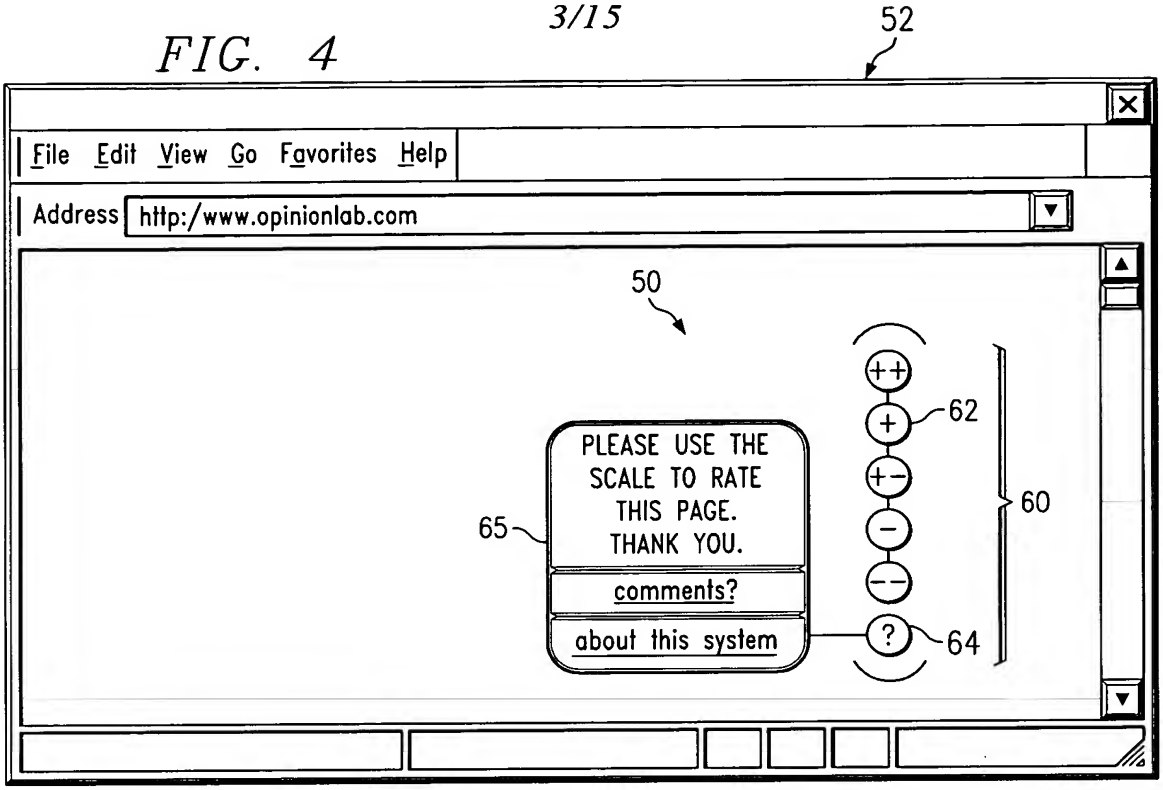

52
File Edit View Go Favorites Help
Address http:/www.opinionlab.com
50
PLEASE USE THE SCALE TO RATE THIS PAGE. THANK YOU.
comments?
about this system
65
62
60
64

*FIG. 5*

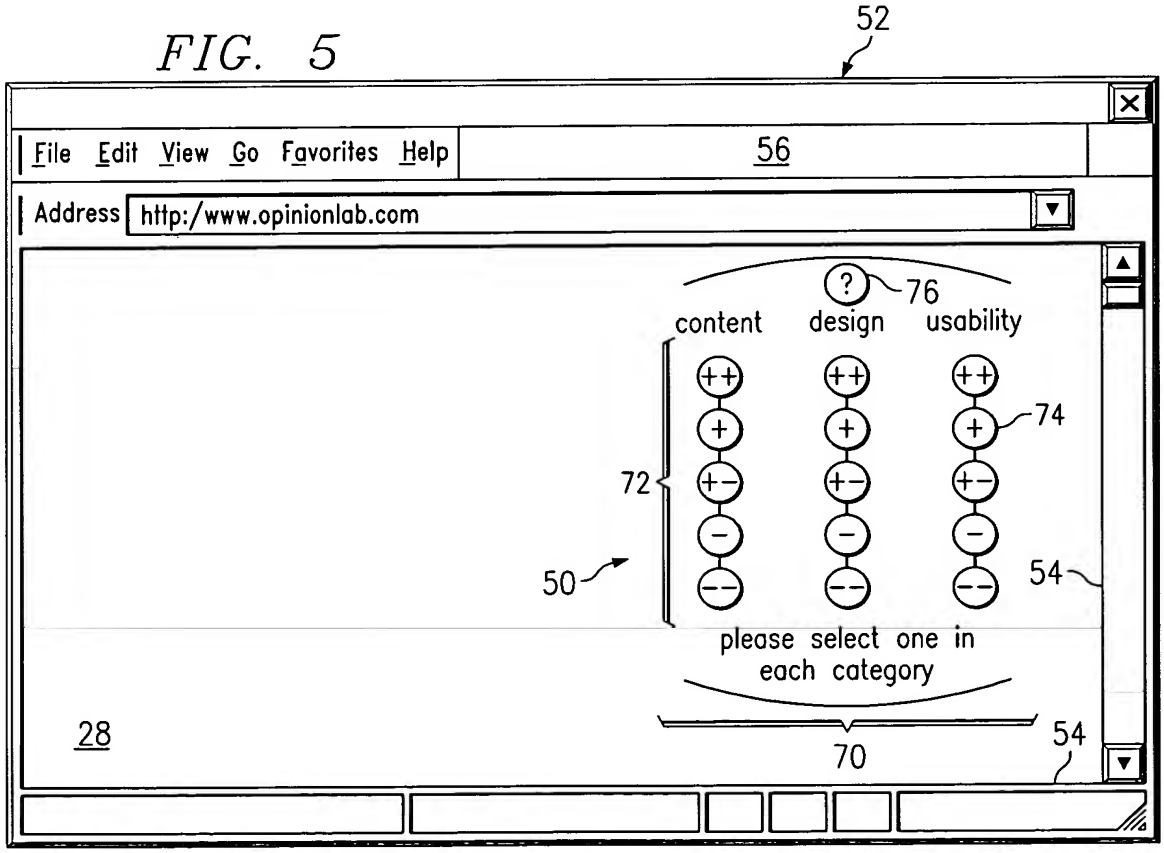

52
File Edit View Go Favorites Help
56
Address http:/www.opinionlab.com
76
content
design
usability
72
74
50
54
please select one in each category
28
70
54

*FIG. 6*

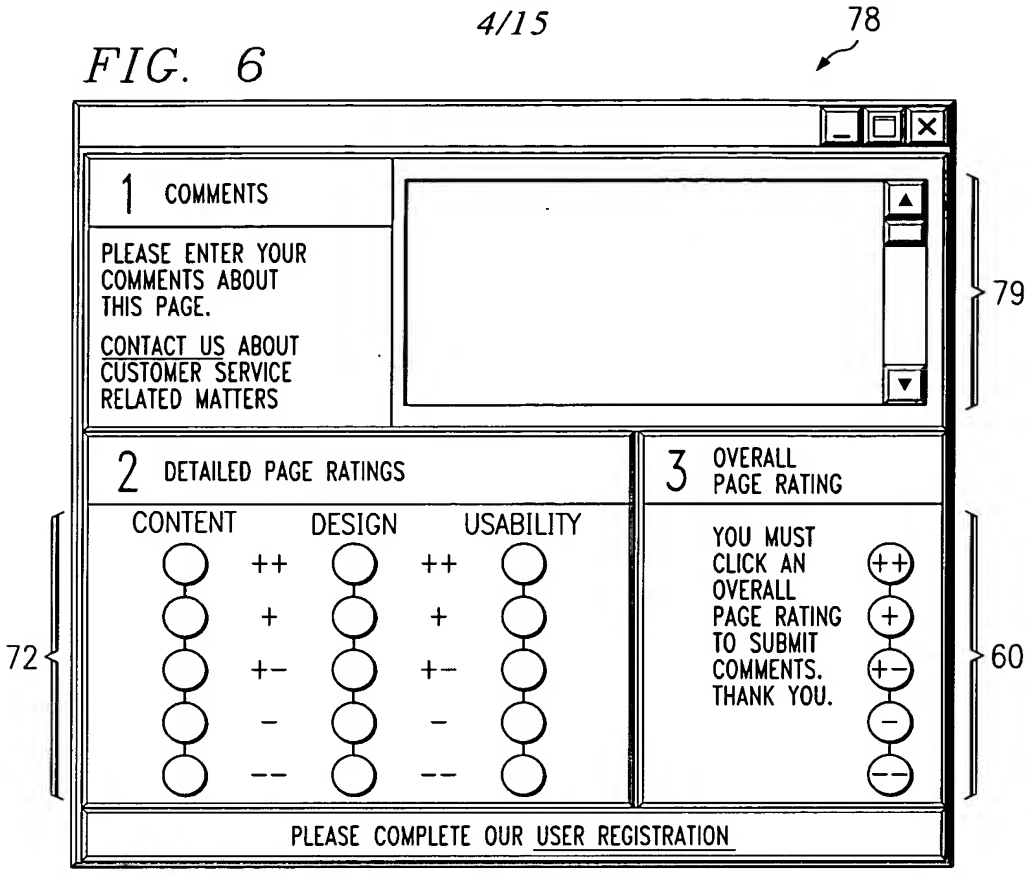
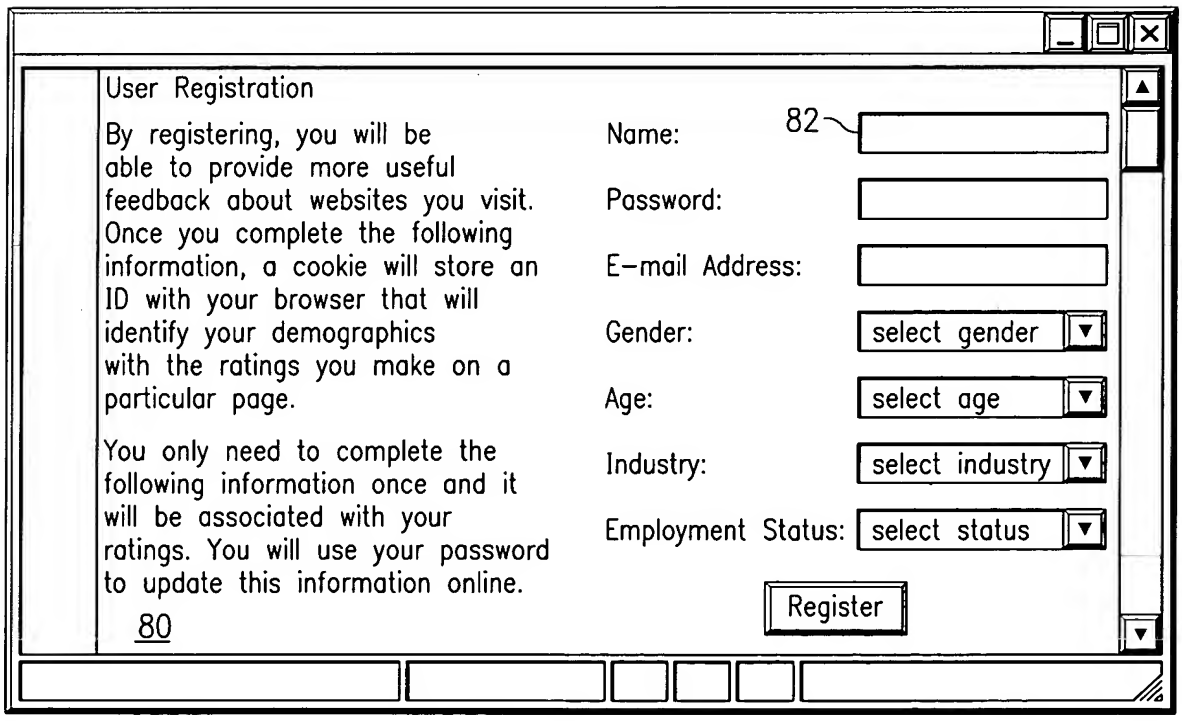

78
1 COMMENTS
PLEASE ENTER YOUR COMMENTS ABOUT THIS PAGE.
CONTACT US ABOUT CUSTOMER SERVICE RELATED MATTERS
79
2 DETAILED PAGE RATINGS
CONTENT
DESIGN
USABILITY
++
+
+−
−
−−
72
3 OVERALL PAGE RATING
YOU MUST CLICK AN OVERALL PAGE RATING TO SUBMIT COMMENTS. THANK YOU.
60
PLEASE COMPLETE OUR USER REGISTRATION

*FIG. 7*


User Registration
By registering, you will be able to provide more useful feedback about websites you visit. Once you complete the following information, a cookie will store an ID with your browser that will identify your demographics with the ratings you make on a particular page.
You only need to complete the following information once and it will be associated with your ratings. You will use your password to update this information online.
80
82
Name:
Password:
E-mail Address:
Gender:
select gender
Age:
select age
Industry:
select industry
Employment Status:
select status
Register

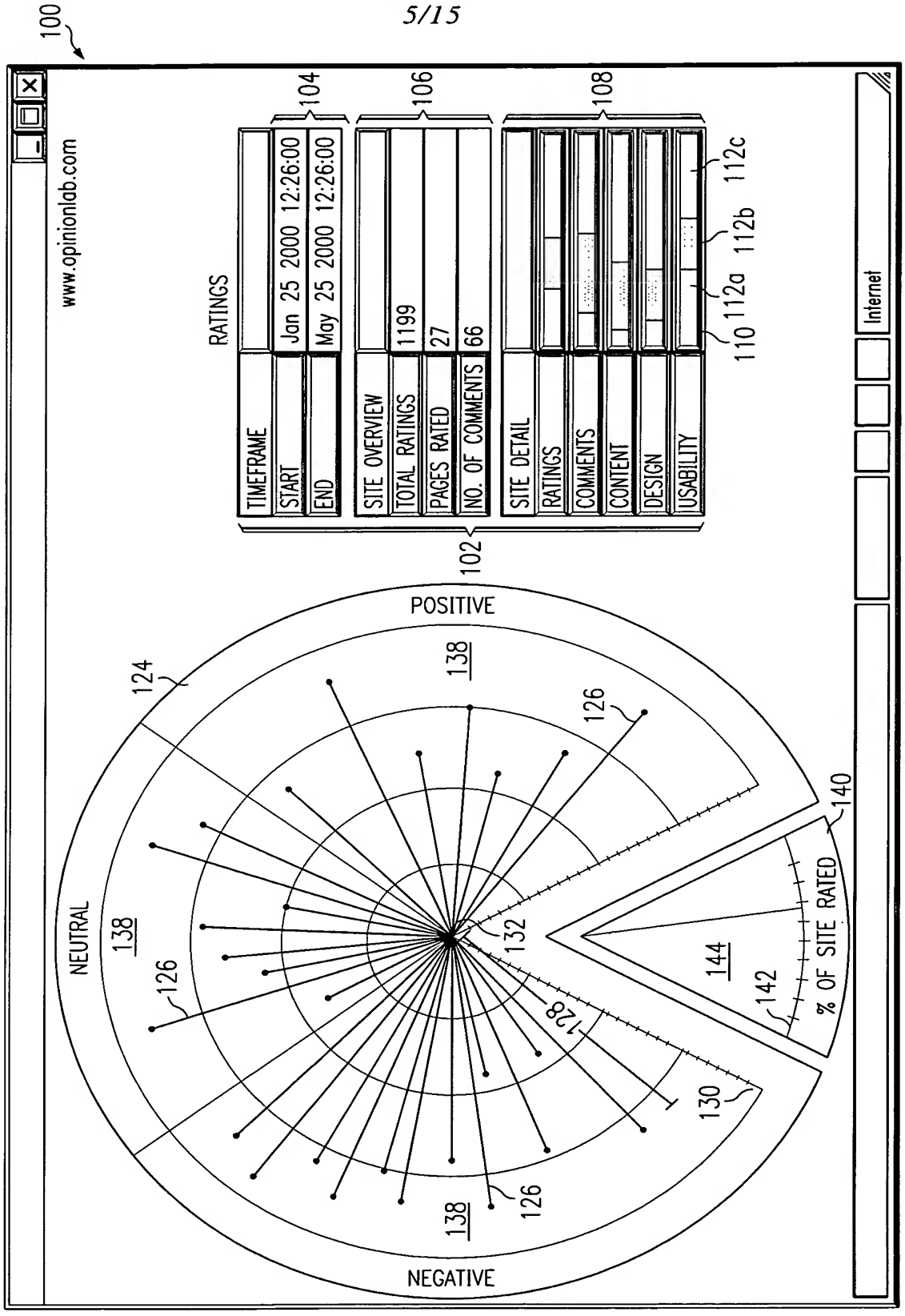

100
www.opinionlab.com
RATINGS
TIMEFRAME
START
END
Jan 25 2000 12:26:00
May 25 2000 12:26:00
104
SITE OVERVIEW
TOTAL RATINGS
PAGES RATED
NO. OF COMMENTS
1199
27
66
106
SITE DETAIL
RATINGS
COMMENTS
CONTENT
DESIGN
USABILITY
108
110
112a
112b
112c
102
POSITIVE
NEUTRAL
NEGATIVE
124
126
138
132
128
130
140
142
144
% OF SITE RATED
Internet

FIG. 8A

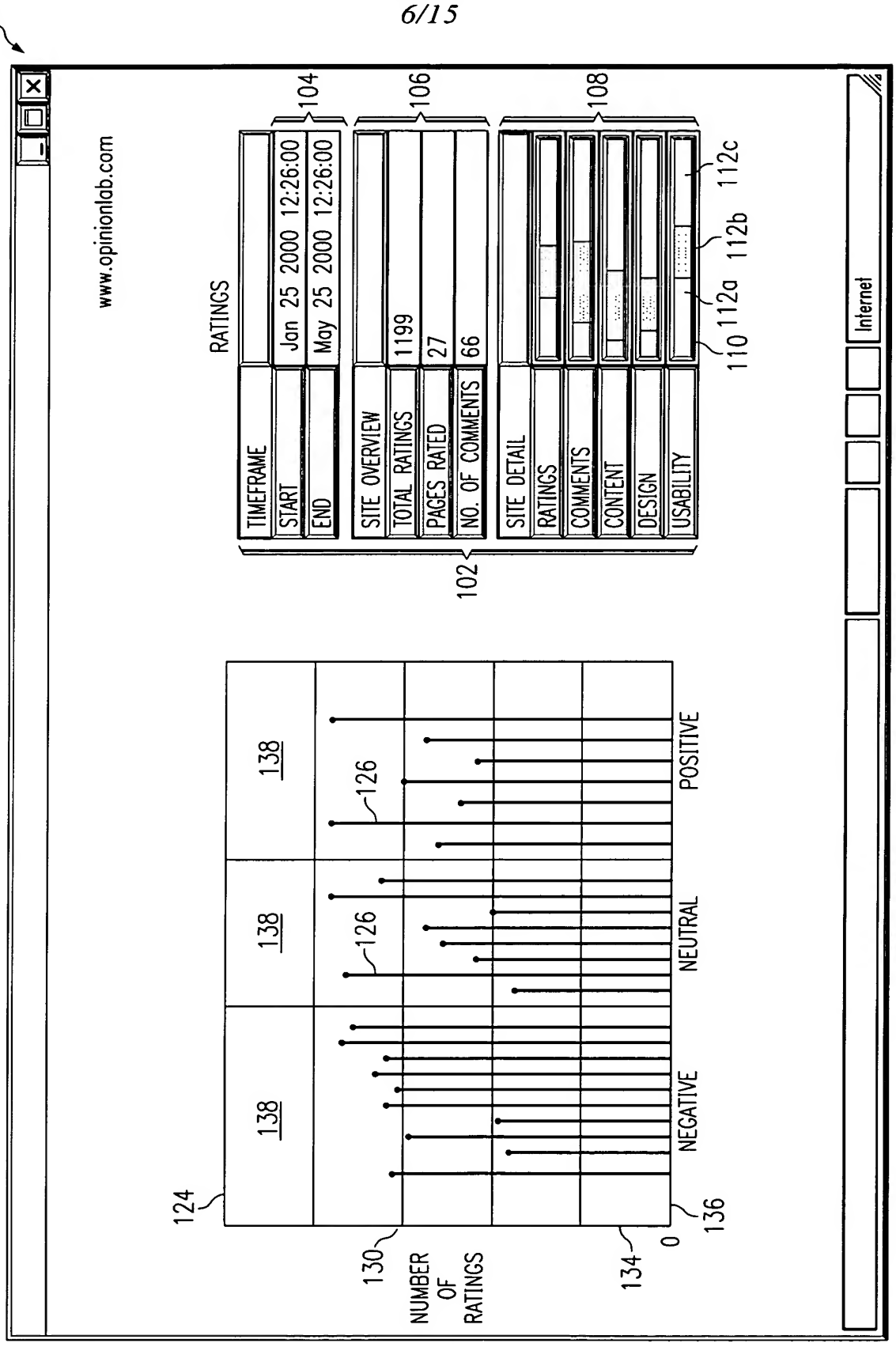

100
www.opinionlab.com
RATINGS
104
106
108
TIMEFRAME
START
Jan 25 2000 12:26:00
END
May 25 2000 12:26:00
SITE OVERVIEW
TOTAL RATINGS
1199
PAGES RATED
27
NO. OF COMMENTS
66
SITE DETAIL
RATINGS
COMMENTS
CONTENT
DESIGN
USABILITY
110
112a
112b
112c
102
Internet
124
138
126
POSITIVE
NEUTRAL
NEGATIVE
130
NUMBER OF RATINGS
134
0
136

FIG. 8B

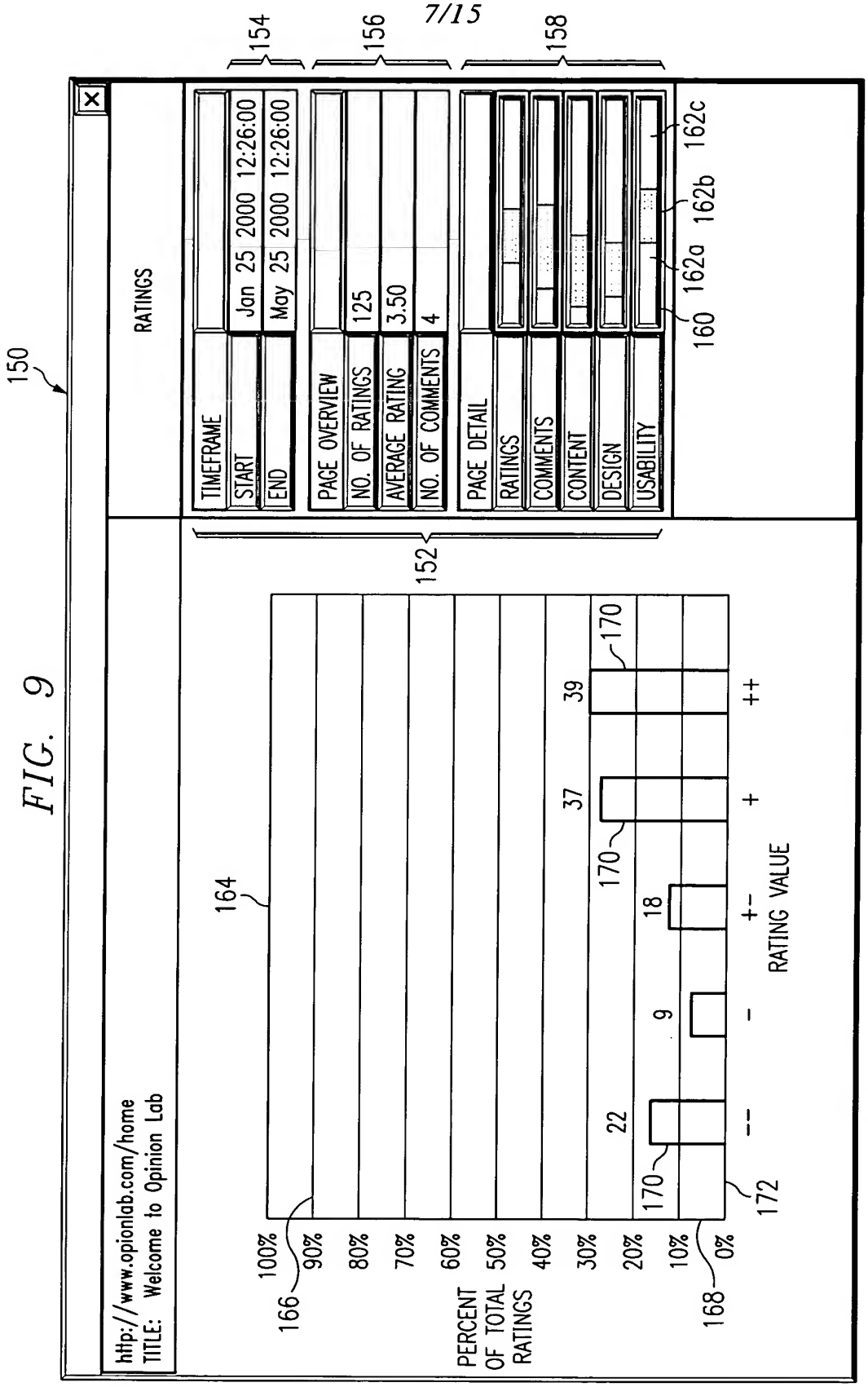
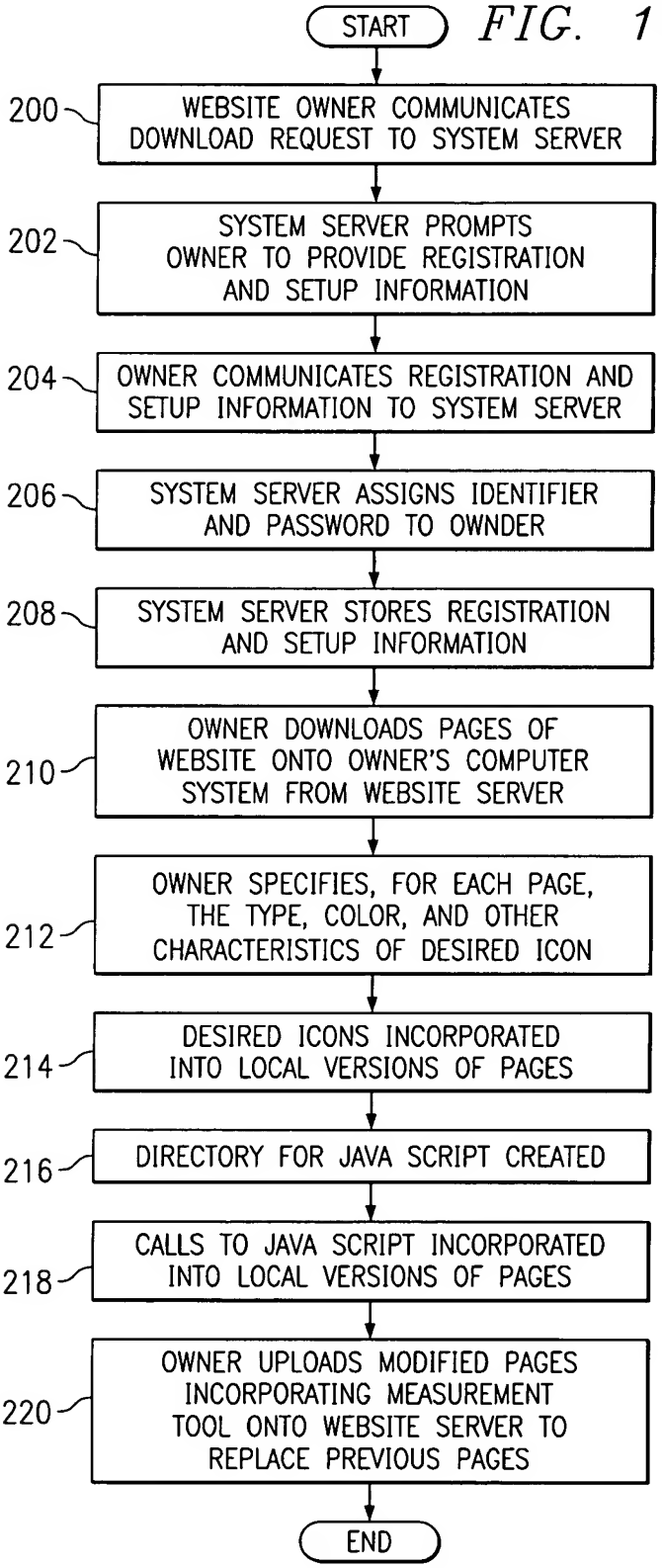

150
RATINGS
TIMEFRAME
START
END
Jan 25 2000 12:26:00
May 25 2000 12:26:00
PAGE OVERVIEW
NO. OF RATINGS
125
AVERAGE RATING
3.50
NO. OF COMMENTS
4
PAGE DETAIL
RATINGS
COMMENTS
CONTENT
DESIGN
USABILITY
154
156
158
152
160
162a
162b
162c
http://www.opionlab.com/home
TITLE: Welcome to Opinion Lab
164
166
168
170
172
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
PERCENT OF TOTAL RATINGS
22
9
18
37
39
--
-
+-
+
++
RATING VALUE

FIG. 9

FIG. 10


START
200
WEBSITE OWNER COMMUNICATES DOWNLOAD REQUEST TO SYSTEM SERVER
202
SYSTEM SERVER PROMPTS OWNER TO PROVIDE REGISTRATION AND SETUP INFORMATION
204
OWNER COMMUNICATES REGISTRATION AND SETUP INFORMATION TO SYSTEM SERVER
206
SYSTEM SERVER ASSIGNS IDENTIFIER AND PASSWORD TO OWNDER
208
SYSTEM SERVER STORES REGISTRATION AND SETUP INFORMATION
210
OWNER DOWNLOADS PAGES OF WEBSITE ONTO OWNER'S COMPUTER SYSTEM FROM WEBSITE SERVER
212
OWNER SPECIFIES, FOR EACH PAGE, THE TYPE, COLOR, AND OTHER CHARACTERISTICS OF DESIRED ICON
214
DESIRED ICONS INCORPORATED INTO LOCAL VERSIONS OF PAGES
216
DIRECTORY FOR JAVA SCRIPT CREATED
218
CALLS TO JAVA SCRIPT INCORPORATED INTO LOCAL VERSIONS OF PAGES
220
OWNER UPLOADS MODIFIED PAGES INCORPORATING MEASUREMENT TOOL ONTO WEBSITE SERVER TO REPLACE PREVIOUS PAGES
END

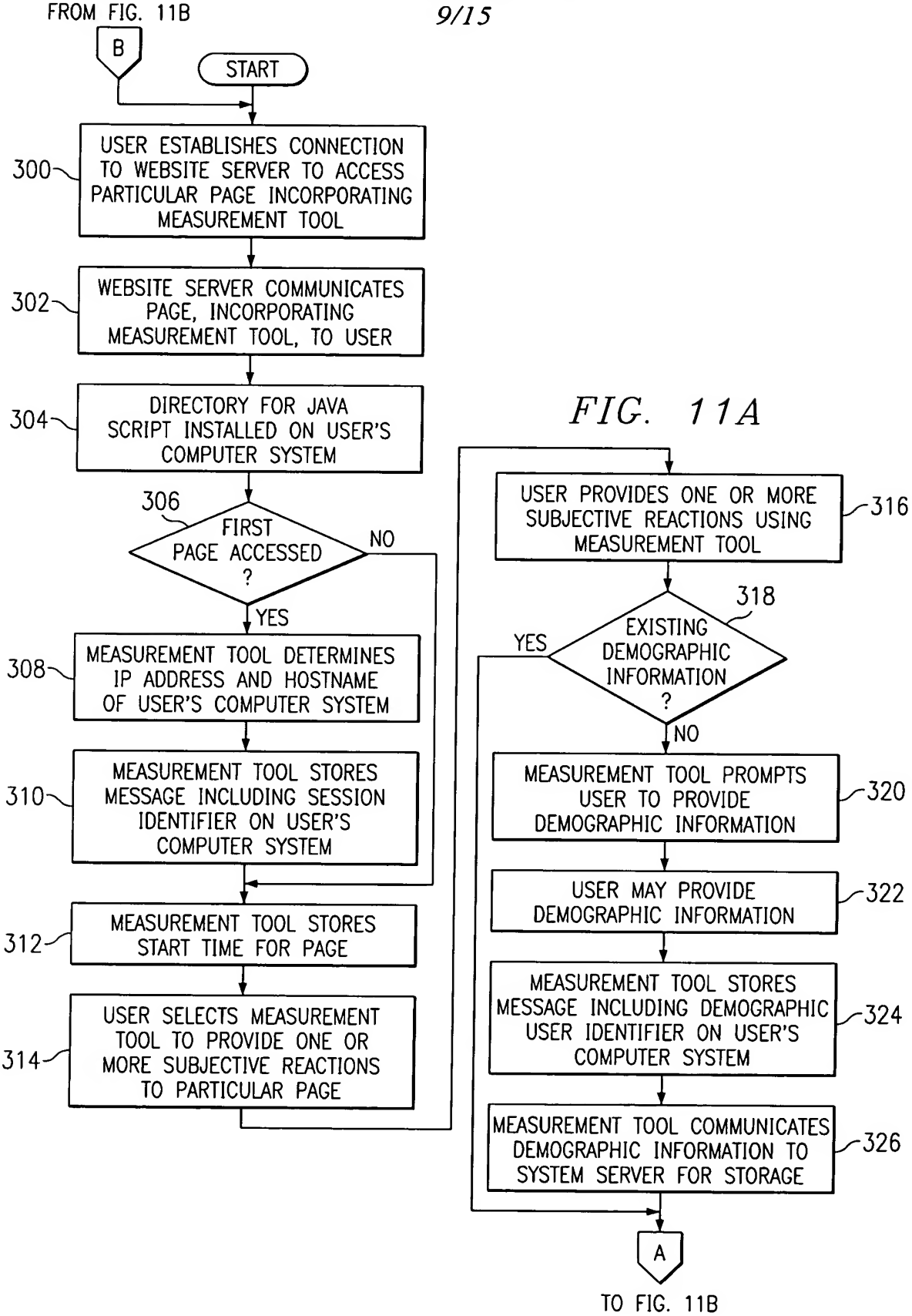

FROM FIG. 11B
B
START
300
USER ESTABLISHES CONNECTION TO WEBSITE SERVER TO ACCESS PARTICULAR PAGE INCORPORATING MEASUREMENT TOOL
302
WEBSITE SERVER COMMUNICATES PAGE, INCORPORATING MEASUREMENT TOOL, TO USER
304
DIRECTORY FOR JAVA SCRIPT INSTALLED ON USER'S COMPUTER SYSTEM
306
FIRST PAGE ACCESSED ?
NO
YES
308
MEASUREMENT TOOL DETERMINES IP ADDRESS AND HOSTNAME OF USER'S COMPUTER SYSTEM
310
MEASUREMENT TOOL STORES MESSAGE INCLUDING SESSION IDENTIFIER ON USER'S COMPUTER SYSTEM
312
MEASUREMENT TOOL STORES START TIME FOR PAGE
314
USER SELECTS MEASUREMENT TOOL TO PROVIDE ONE OR MORE SUBJECTIVE REACTIONS TO PARTICULAR PAGE
316
USER PROVIDES ONE OR MORE SUBJECTIVE REACTIONS USING MEASUREMENT TOOL
318
EXISTING DEMOGRAPHIC INFORMATION ?
YES
NO
320
MEASUREMENT TOOL PROMPTS USER TO PROVIDE DEMOGRAPHIC INFORMATION
322
USER MAY PROVIDE DEMOGRAPHIC INFORMATION
324
MEASUREMENT TOOL STORES MESSAGE INCLUDING DEMOGRAPHIC USER IDENTIFIER ON USER'S COMPUTER SYSTEM
326
MEASUREMENT TOOL COMMUNICATES DEMOGRAPHIC INFORMATION TO SYSTEM SERVER FOR STORAGE
A
TO FIG. 11B

*FIG. 11A*

FIG. 11B

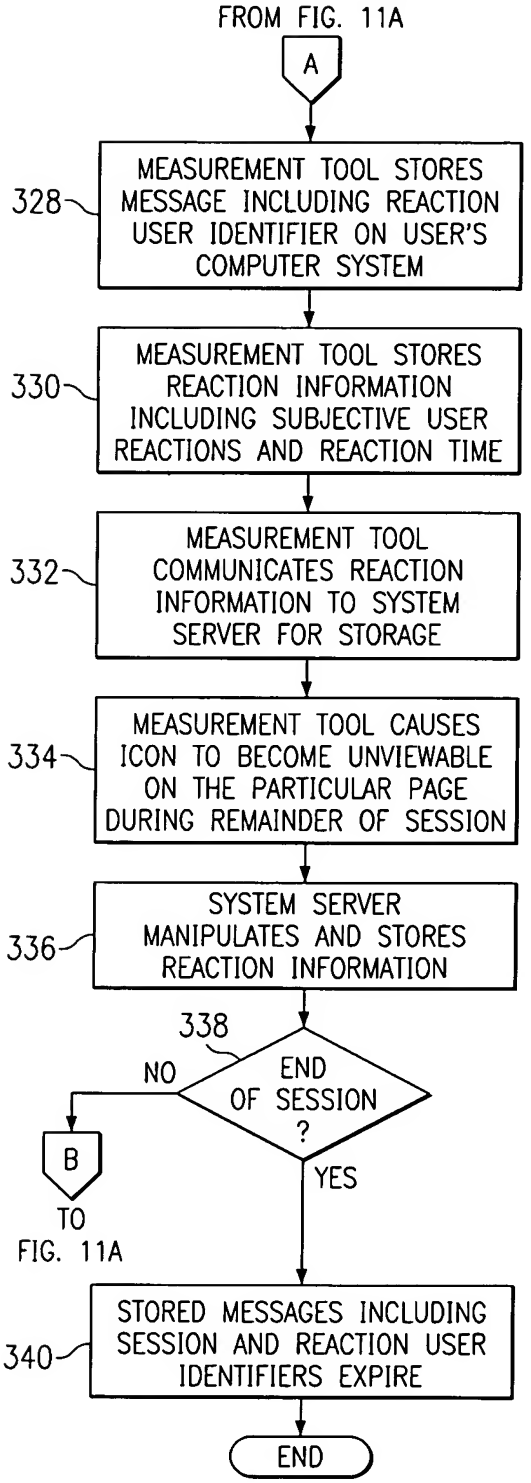



FIG. 12

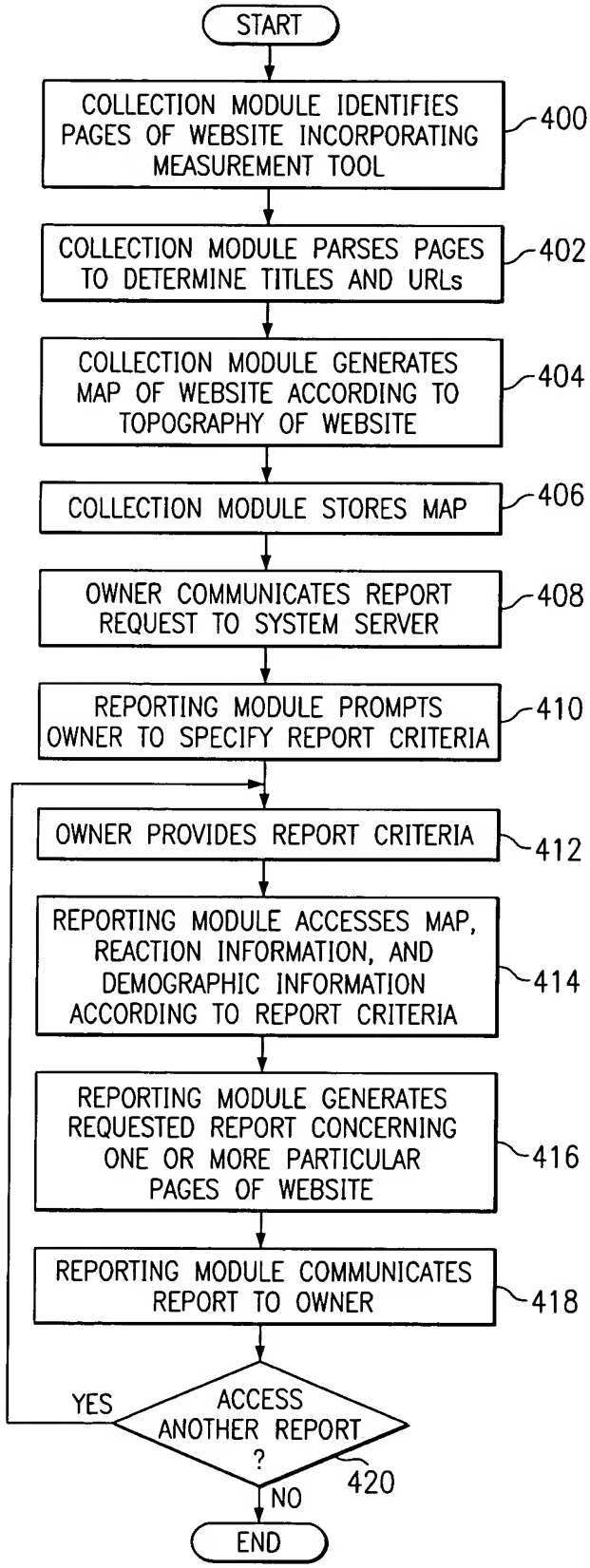


FIG. 13

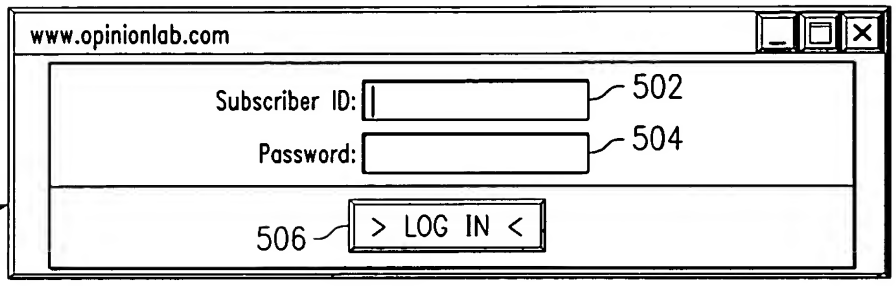



FIG. 14

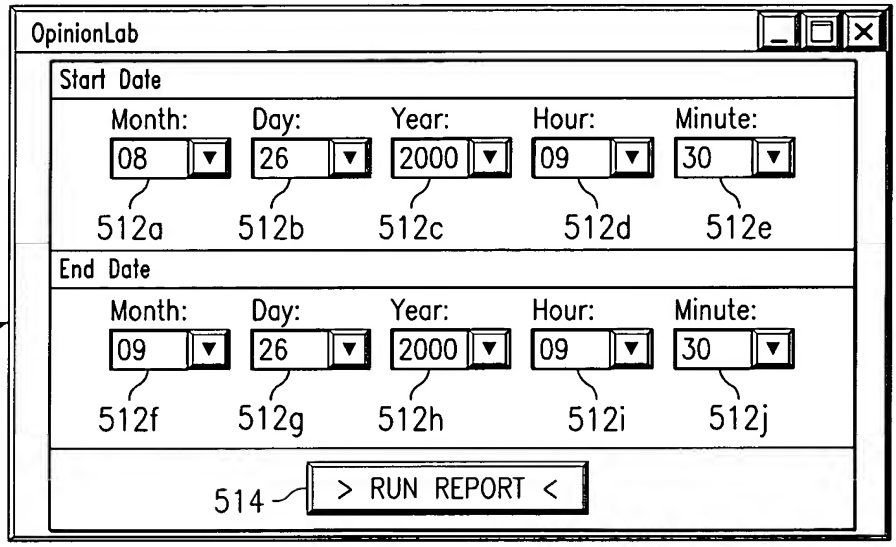



FIG. 17

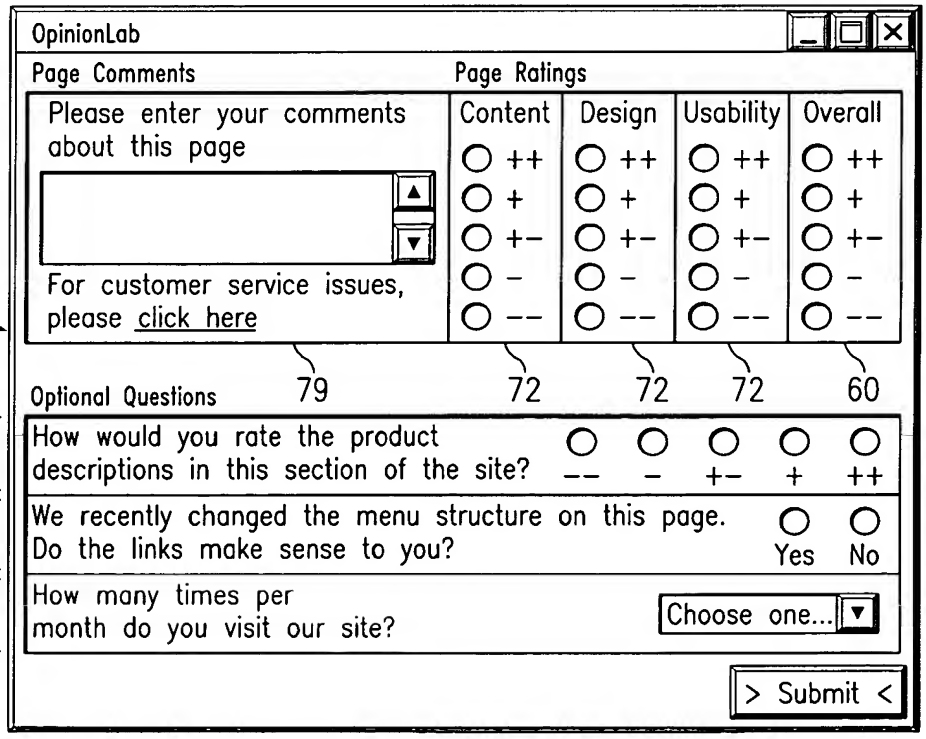


*FIG. 15*

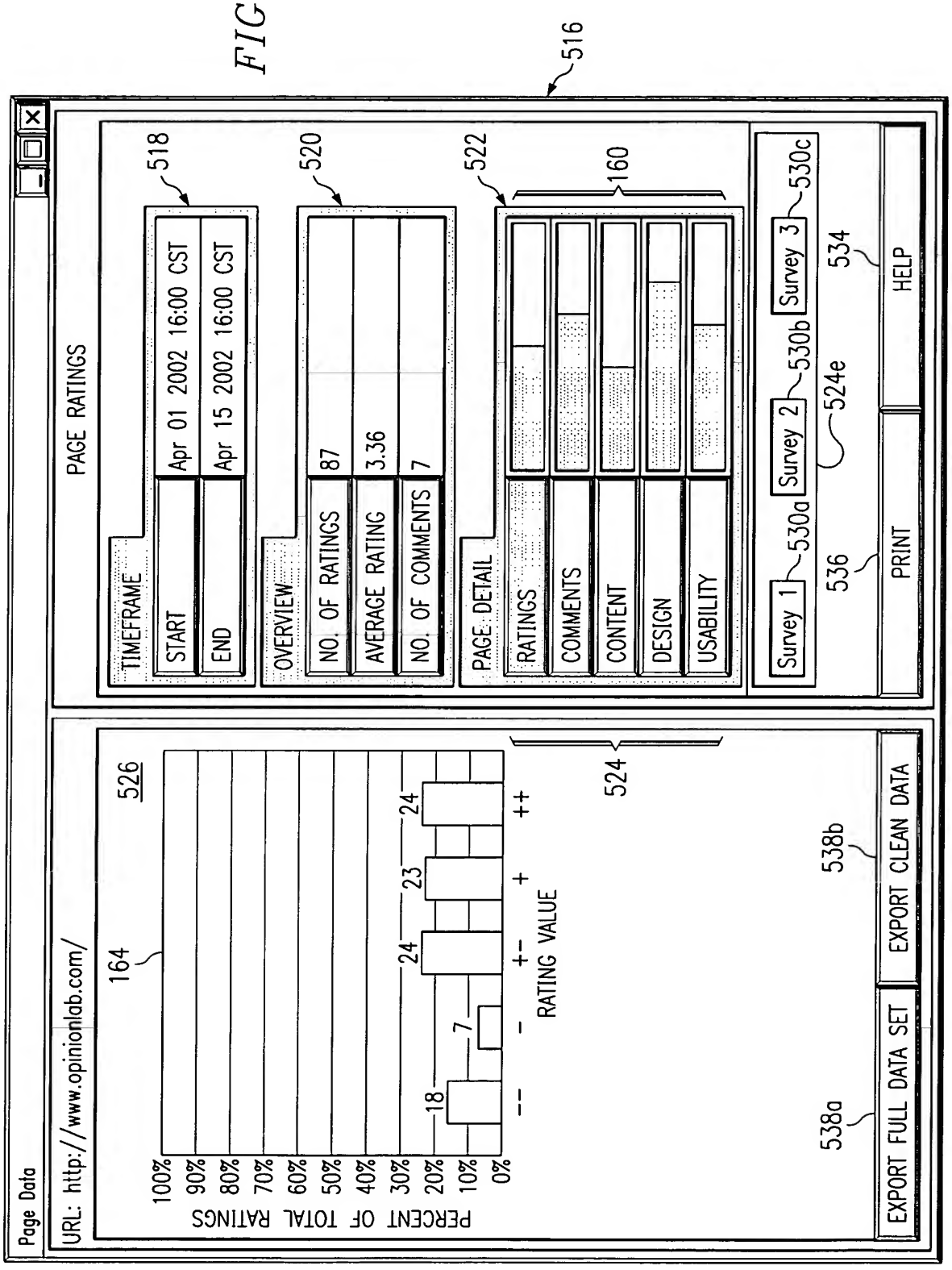

Page Data
URL: http://www.opinionlab.com/
PAGE RATINGS
516
TIMEFRAME
518
START
Apr 01 2002 16:00 CST
END
Apr 15 2002 16:00 CST
OVERVIEW
520
NO. OF RATINGS
87
AVERAGE RATING
3.36
NO. OF COMMENTS
7
PAGE: DETAIL
522
160
RATINGS
COMMENTS
CONTENT
DESIGN
USABILITY
Survey 1
530a
Survey 2
530b
Survey 3
530c
524e
534
536
PRINT
HELP
526
164
PERCENT OF TOTAL RATINGS
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
18
7
24
24
23
24
-- - +- + ++
RATING VALUE
524
538a
EXPORT FULL DATA SET
538b
EXPORT CLEAN DATA

*FIG. 16*

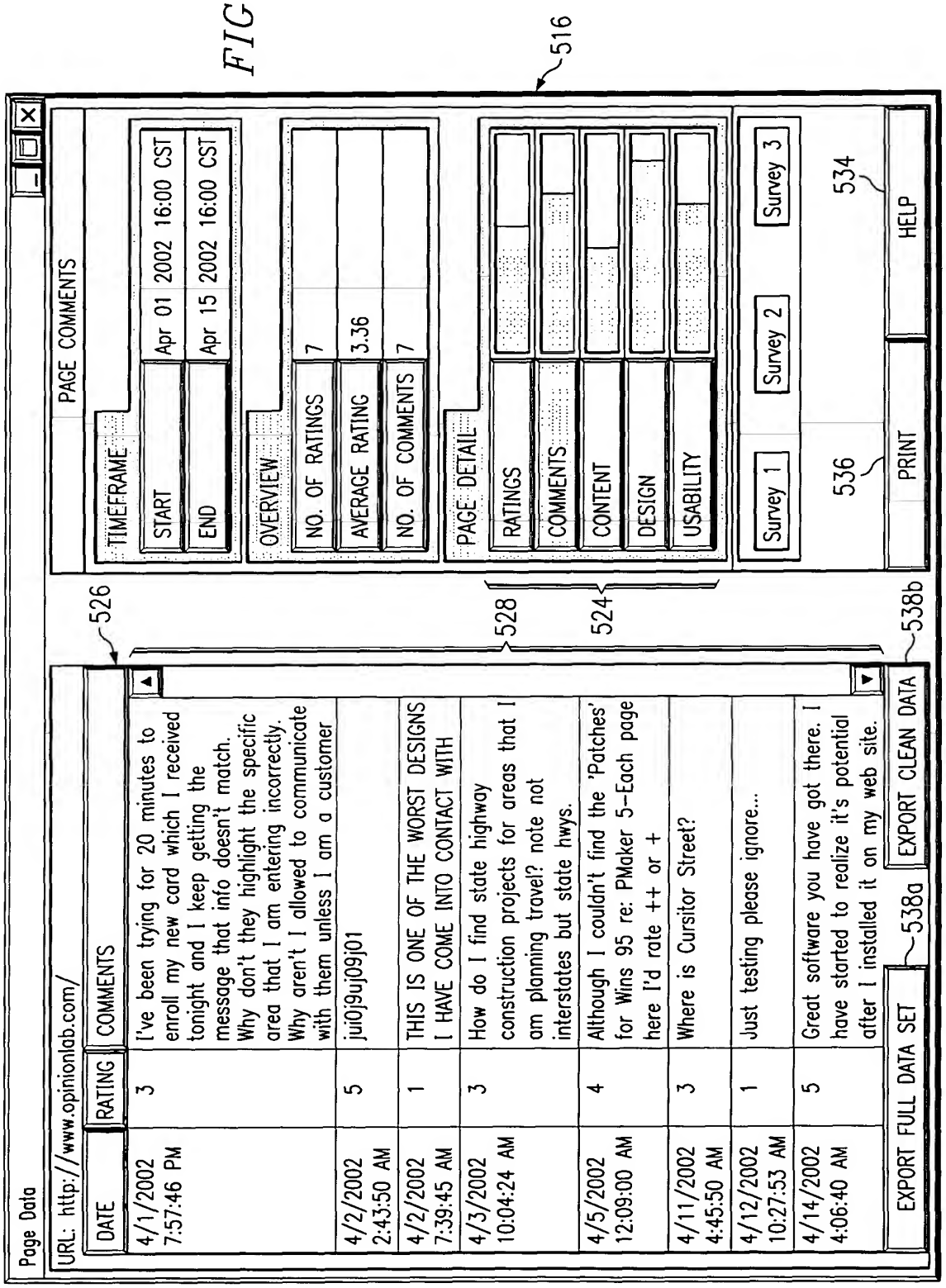

Page Data
URL: http://www.opinionlab.com/
DATE
RATING
COMMENTS
4/1/2002 7:57:46 PM
3
I've been trying for 20 minutes to enroll my new card which I received tonight and I keep getting the message that info doesn't match. Why don't they highlight the specific area that I am entering incorrectly. Why aren't I allowed to communicate with them unless I am a customer
4/2/2002 2:43:50 AM
5
jui0j9uj09j01
4/2/2002 7:39:45 AM
1
THIS IS ONE OF THE WORST DESIGNS I HAVE COME INTO CONTACT WITH
4/3/2002 10:04:24 AM
3
How do I find state highway construction projects for areas that I am planning travel? note not interstates but state hwys.
4/5/2002 12:09:00 AM
4
Although I couldn't find the 'Patches' for Wins 95 re: PMaker 5-Each page here I'd rate ++ or +
4/11/2002 4:45:50 AM
3
Where is Cursitor Street?
4/12/2002 10:27:53 AM
1
Just testing please ignore...
4/14/2002 4:06:40 AM
5
Great software you have got there. I have started to realize it's potential after I installed it on my web site.
EXPORT FULL DATA SET
538a
EXPORT CLEAN DATA
538b
526
528
524
PAGE COMMENTS
TIMEFRAME
START
Apr 01 2002 16:00 CST
END
Apr 15 2002 16:00 CST
OVERVIEW
NO. OF RATINGS
7
AVERAGE RATING
3.36
NO. OF COMMENTS
7
PAGE DETAIL
RATINGS
COMMENTS
CONTENT
DESIGN
USABILITY
Survey 1
Survey 2
Survey 3
536
PRINT
HELP
534
516

*FIG. 18*

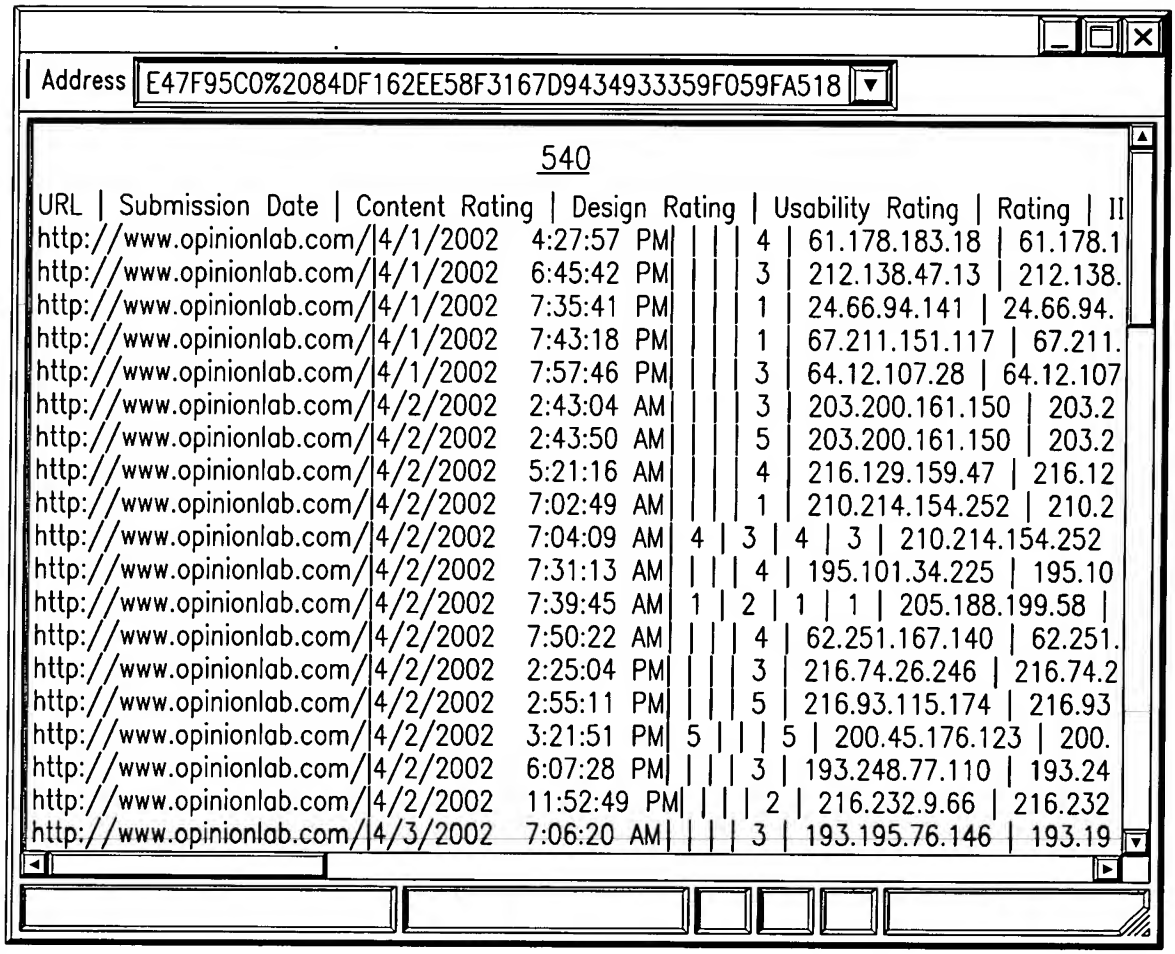
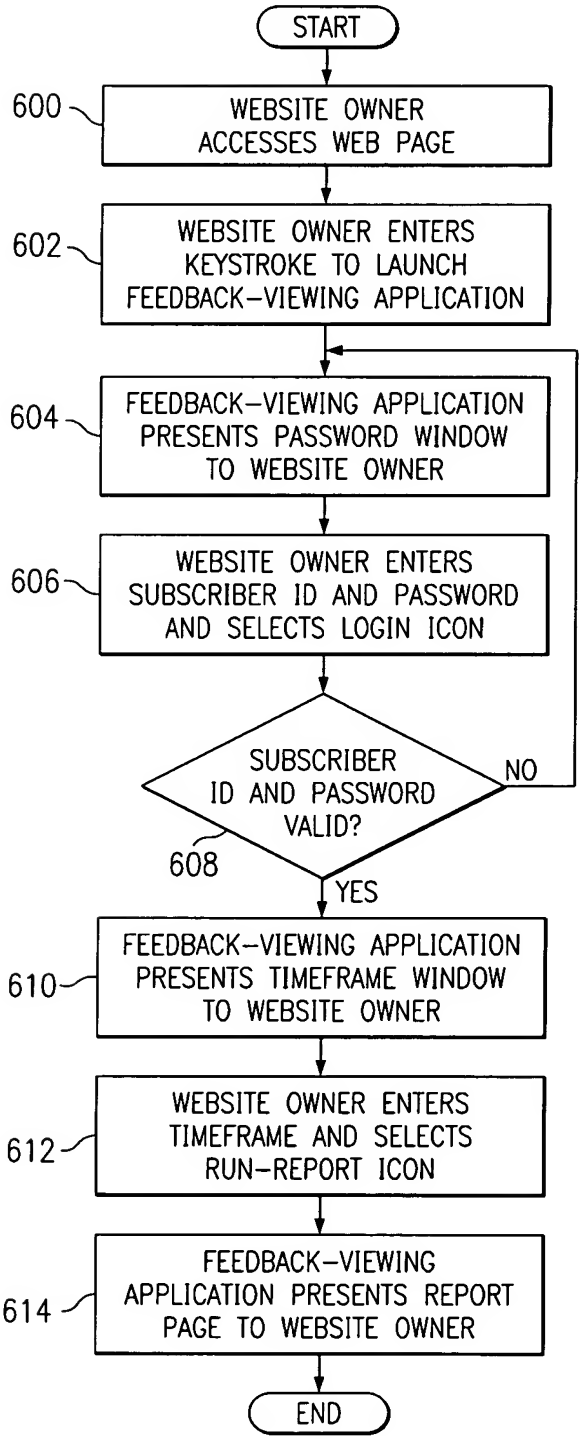

Address
E47F95C0%2084DF162EE58F3167D9434933359F059FA518
540
URL | Submission Date | Content Rating | Design Rating | Usability Rating | Rating | II
http://www.opinionlab.com/ 4/1/2002 4:27:57 PM | | | 4 | 61.178.183.18 | 61.178.1
http://www.opinionlab.com/ 4/1/2002 6:45:42 PM | | | 3 | 212.138.47.13 | 212.138.
http://www.opinionlab.com/ 4/1/2002 7:35:41 PM | | | 1 | 24.66.94.141 | 24.66.94.
http://www.opinionlab.com/ 4/1/2002 7:43:18 PM | | | 1 | 67.211.151.117 | 67.211.
http://www.opinionlab.com/ 4/1/2002 7:57:46 PM | | | 3 | 64.12.107.28 | 64.12.107
http://www.opinionlab.com/ 4/2/2002 2:43:04 AM | | | 3 | 203.200.161.150 | 203.2
http://www.opinionlab.com/ 4/2/2002 2:43:50 AM | | | 5 | 203.200.161.150 | 203.2
http://www.opinionlab.com/ 4/2/2002 5:21:16 AM | | | 4 | 216.129.159.47 | 216.12
http://www.opinionlab.com/ 4/2/2002 7:02:49 AM | | | 1 | 210.214.154.252 | 210.2
http://www.opinionlab.com/ 4/2/2002 7:04:09 AM | 4 | 3 | 4 | 3 | 210.214.154.252
http://www.opinionlab.com/ 4/2/2002 7:31:13 AM | | | 4 | 195.101.34.225 | 195.10
http://www.opinionlab.com/ 4/2/2002 7:39:45 AM | 1 | 2 | 1 | 1 | 205.188.199.58 |
http://www.opinionlab.com/ 4/2/2002 7:50:22 AM | | | 4 | 62.251.167.140 | 62.251.
http://www.opinionlab.com/ 4/2/2002 2:25:04 PM | | | 3 | 216.74.26.246 | 216.74.2
http://www.opinionlab.com/ 4/2/2002 2:55:11 PM | | | 5 | 216.93.115.174 | 216.93
http://www.opinionlab.com/ 4/2/2002 3:21:51 PM | 5 | | | 5 | 200.45.176.123 | 200.
http://www.opinionlab.com/ 4/2/2002 6:07:28 PM | | | 3 | 193.248.77.110 | 193.24
http://www.opinionlab.com/ 4/2/2002 11:52:49 PM | | | 2 | 216.232.9.66 | 216.232
http://www.opinionlab.com/ 4/3/2002 7:06:20 AM | | | 3 | 193.195.76.146 | 193.19

*FIG. 19*


START
600
WEBSITE OWNER ACCESSES WEB PAGE
602
WEBSITE OWNER ENTERS KEYSTROKE TO LAUNCH FEEDBACK-VIEWING APPLICATION
604
FEEDBACK-VIEWING APPLICATION PRESENTS PASSWORD WINDOW TO WEBSITE OWNER
606
WEBSITE OWNER ENTERS SUBSCRIBER ID AND PASSWORD AND SELECTS LOGIN ICON
SUBSCRIBER ID AND PASSWORD VALID?
608
NO
YES
610
FEEDBACK-VIEWING APPLICATION PRESENTS TIMEFRAME WINDOW TO WEBSITE OWNER
612
WEBSITE OWNER ENTERS TIMEFRAME AND SELECTS RUN-REPORT ICON
614
FEEDBACK-VIEWING APPLICATION PRESENTS REPORT PAGE TO WEBSITE OWNER
END